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PATENTS  
Attorney Docket No. UV-193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : David M. Berezowski et al.  
Application No. : 09/823,705 Confirmation No. : 7437  
Filed : March 30, 2001  
For : SYSTEMS AND METHODS FOR IMPROVED  
AUDIENCE MEASURING  
Group Art Unit : 2623  
Examiner : Annan Q. Shang

New York, New York 10020  
December 21, 2006

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Applicants respectfully request reconsideration of the rejections set forth in the August 22, 2006 Office Action in the above-identified patent application.

Remarks begin on page 2 of this Reply.